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U. S. Department of Agriculture

Advance information
and prices on
COKER COTTONS
for 1944



COKER'S PEDIGREED SEED CO.

The South's Foremost Seed Breeders

Hartsville, South Carolina



COKER 100

STRAIN 7

**A New Cotton With A Higher Yield Record
Than Any Previous Coker 100 Strain**

Coker 100 Strain 7 like Coker 100 Strain 6, traces its ancestry back to our superior Coker 100 Strain 3 line. It has produced a better yield record and higher money value than any of the earlier strains in tests, both at Experiment Stations and in those conducted on our own farms.

Coker 100 is widely adapted and is giving a consistently satisfactory performance on many different types of cotton soils in the Mississippi Valley and eastward to the Carolina Coast and up to the northern edges of the cotton belt in Tennessee and Virginia. It is not wilt resistant, however, and should by no means be planted on wilt infested soil.

It produces a semi-determinate, sturdy plant with dark green, medium thin foliage, two to three vegetative branches and long, well spaced fruiting branches. It is of unusual uniformity, good root development and drouth resistant.

Description

PLANT: Erect, semi-determinate. Open type with 1 to 3 vegetative branches and long well spaced fruiting branches.

FOLIAGE: Thin, dark green.

SEASON: Early.

BOLLS: Round ovate, slightly pointed, 68 to 70 to pound. Open wide, fluff beautifully yet storm and weather resistant.

LINT LENGTH: 1-3/32" to 1-5/32" full under good conditions.

LINT PER CENT: 38 to 40%.

LINT CHARACTER: Excellent, uniform, strong.

PRODUCTION: Highest.

PRICES: \$12.50 per 100 pound bag, \$220 per ton,
f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

COKER-WILDS

STRAIN 15

A New Strain With A Record Of Higher Money Value Per Acre

High quality long staple cotton of middling and better grade is urgently needed in the war program and its importance is emphasized by the high premiums fixed under the government loan schedule. Coker-Wilds, in hands of experienced growers, usually produces the required lengths.

Coker-Wilds Strain 15 tested on our farms in competition with earlier strains has shown a higher money return per acre. It is bred from Wilds Strain 13 and has its many good qualities, such as earliness, desirable type and drouth resistance. Its large bolls open wide with desirable fluffiness. This cotton is of extra early fruitage, a good lint turnout averaging from 33 to 35% under good conditions, and produces a strong, silky fiber averaging $1\frac{1}{4}$ " to $1\frac{3}{8}$ " or even longer when growing and soil conditions are ideal.

The plant is semi-dwarf and of open type with from one to three vegetative branches. The bolls are round ovate, slightly pointed and usually average from 65 to 70 to the pound.

Coker-Wilds is being successfully grown over a wide territory. It is giving satisfactory results in the irrigated areas of New Mexico and west Texas, in many parts of the Mississippi Valley and from north Florida to North Carolina.

Description

PLANT: Semi-dwarf, open, determinate, flat topped, 1 to 3 vegetative branches and well spaced fruiting branches.

FOLIAGE: Thin, medium small leaf.

SEASON: Very early.

BOLLS: Round ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully, storm resistant, looks and picks like short cotton.

LINT LENGTH: $1\frac{1}{4}$ " to $1\frac{3}{8}$ " or longer under good conditions.

LINT PER CENT: 33 to 35%.

LINT CHARACTER: Best, strong, silky.

PRODUCTION: Very high for cotton of its length.

PRICES: \$12.50 per 100 pound bag, \$220 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

IMPORTANT NOTE—Growing long staple cotton is a specialty. We do not recommend its planting by any new growers who are not familiar with additional care in the picking, drying, ginning and marketing necessary to secure a superior product. Middling or better smoothly ginned lint must be produced for its growing to be profitable and to meet the demands of the war program.

COKER 100 WILT

STRAIN 3

**Combines High Degree Of Wilt Resistance,
Heavy Yield, Earliness, Thin Foliage
And Open Type**

Coker 100 Wilt Strain 3 is our newest strain of our wilt resistant Coker 100, a variety that is giving excellent results on both wilt and non-wilt soils throughout the southeastern cotton belt. Strain 3 is backed by ten years of intensive breeding and testing on badly wilt infested soils and we consider it a worthy successor to the parent strains 1 and 2. One of the most outstanding qualities of Coker 100 Wilt is the remarkably wide fluffy opening of its bolls which makes picking easy and reduces weather damage when conditions are unfavorable.

Five-Acre Contest And Variety Test Record

In the 1942 S. C. Five-Acre Cotton Contest—the year that Coker 100 Wilt was first offered—this cotton won six of the eight prizes offered, including First State Prize and every First District Prize. The prize winning yield was 7,505 pounds net lint on five acres or three bales per acre.

In 1942 state conducted cotton variety tests, Coker 100 Wilt continued its remarkable 1941 performance taking first place in variety tests at Experiment and Plains, Georgia; Raeford, North Carolina; Tiptonville, Tennessee, and has made exceptionally good records in tests throughout the wilt area of Alabama and South Carolina.

Coker 100 Wilt is well suited for one-variety communities in which both wilt and non-wilt soils are found, for its high degree of wilt resistance enables it to produce good crops on wilt soils and its excellent yield record compares favorably with non-wilt varieties on non-wilt soils.

Description

PLANT: Erect, semi-determinate in type. Vigorous with long, more erect, well spaced fruiting branches and medium long internodes having 3 to 4 vegetative branches.

FOLIAGE: Thin with deeply lobed leaves.

SEASON: Early.

BOLLS: Round ovate, slightly pointed, 66 to 70 to pound. Open extremely wide and fluff beautifully.

LINT LENGTH: 1-1/32" to 1-1/16" full under good conditions.

LINT PER CENT: 37 to 38%.

CHARACTER: Excellent, uniform, strong.

PRODUCTION: Very high.

WILT RESISTANCE: High.

PRICES: \$12.50 per 100 pound bag, \$220 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

COKER'S 4 IN 1

STRAIN 6

An Improved Strain Of A Safe And Dependable Premium Staple Wilt Variety

Coker's 4 in 1 Strain 6 has a higher record in yield of seed cotton, lint turnout, lint yield and money value per acre than the parent, Coker's 4 in 1 Strain 5. It is highly productive with excellent wilt resistance, is early and produces a uniform, strong lint of good character. Strain 6 produces a staple length of $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Coker's 4 in 1 cotton is widely and successfully planted in the wilt areas of South Carolina and Georgia, and more recently has made an exceptional record in certain areas of the Mississippi Delta where wilt is already a serious factor. It is a safe and dependable cotton backed by seventeen years of continuous breeding and testing on wilt and non-wilt soils and a satisfactory record of lint production in tests and on farms throughout the wilt areas of the Southeastern cotton belt.

Description

PLANT: Open growing, determinate, spreading with 3 to 4 vegetative branches and well spaced fruiting branches.

FOLIAGE: Thin—same as Strain 5.

SEASON: Early.

BOLLS: Round ovate, slightly pointed 65 to 70 to pound. Open wide, pick easily yet storm resistant.

LINT LENGTH: $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

LINT PER CENT: 36 to 38%.

LINT CHARACTER: Excellent, uniform, strong.

PRODUCTION: Very high.

WILT RESISTANT: High.

PRICES: \$12.50 per 100 pound bag, \$220 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

NOTE: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

COKER 200

STRAIN 4

A Cotton With Extra Early Maturity, Thin Foliage, Small Stalk Growth Best Suited For Planting On Fertile Soils.

Coker 200, due to its extreme earliness, thin foliage and small stalk growth, has few equals for planting on fertile soils or for close planting on average soils not infested with fusarium wilt. It has proven well suited for those growers with rich soils near the coast where weed growth and weevil control is a problem and its extra early maturity is especially beneficial along the northern limits of the cotton belt where the growing season is short.

Coker 200 Strain 4 has made a greater production of both seed cotton and lint than preceding strains in our cotton variety tests—it averages $1\frac{1}{16}$ " or longer staple under good conditions and a lint turnout of from 38% to 40%. The leaves are small and deeply lobed and the plant is determinate, open and of spreading type. The bolls are of medium size, averaging 70 to 75 to the pound.

Description

PLANT: Small, determinate, very open, symmetrical spreading, 2 to 4 low set vegetative branches and well spaced fruiting branches.

FOLIAGE: Very thin, leaves small, deeply lobed.

SEASON: Very early.

BOLLS: Medium, 70 to 75 to pound, open very wide, fluff beautifully, storm resistant.

LINT LENGTH: $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

LINT PER CENT: 38 to 40%.

CHARACTER: Excellent, uniform, strong, full bodied.

PRODUCTION: Excellent.

PRICES: \$12.50 per 100 pound bag, \$220 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

HOW GROWING CONDITIONS AFFECT YOUR COTTON—The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or poor conditions will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

COKER-WILDS

STRAIN 14

Last season our limited stock of Coker-Wilds Strain 14 was sold out considerably before planting time and a number of our customers who wanted seed of this strain failed to secure them. Because of this and due to the widespread demand for upland long staple cotton seed and the performance of Coker-Wilds during the 1943 season, we are again offering this strain.

Coker-Wilds Strain 14 is a typical Wilds cotton—flat topped, determinate, of early fruitage and combines high tensile strength and spinning value with a strong, silky staple of $1\frac{1}{4}$ " or longer under good conditions.

Coker-Wilds Strain 14 or its predecessor, Wilds Strain 13, stood at or near the top in money value in the 1942 state conducted variety tests at Florence, S. C.; Athens, Ga.; Monroe, La., and Stoneville, Miss.

Wilds Strain 14 has a large, round ovate, slightly pointed boll which fluffs nicely and picks easily.

PRICES: \$10.00 per 100 pound bag, \$180 per ton,
f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

COKER 100

STRAIN 6

Coker 100 Strain 6 was first offered our customers for the 1943 crop. It is descended from the outstanding Strain 3 blood line and has demonstrated its superiority over its parent strain in two years' tests.

It is a beautiful cotton of high productivity and desirable fiber qualities—under good conditions combining $1\frac{1}{16}$ " to $1\frac{1}{8}$ " or longer staple with a lint turnout of 38% or higher, with earliness, open type and thin foliage.

We again offer this strain and at reduced prices to those growers who were unable to secure this seed last season or who want a dependable cotton of proven merit at moderate cost.

PRICES: \$8.50 per 100 pound bag, \$155 per ton,
f.o.b. Hartsville, S. C., and Memphis, Tenn.

All seed treated with Ceresan.

Important Notices

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

NO SEED BOUGHT

We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

ONE PRICE POLICY

Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

YOUR PROTECTION

Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

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Coker's Pedigreed Seed Co.

The South's Foremost Seed Breeders

HARTSVILLE, SOUTH CAROLINA

Price List and Order Blank
COKER COTTONS FOR 1944 SEASON

Date.....19.....

COKER'S PEDIGREED SEED COMPANY
Hartsville, South Carolina.

Gentlemen:

Please book me for the following cotton seed subject to crop outturn and germination tests:

.....Bags Coker 100 Strain 7 @ \$12.50..... \$.....
(\$220 per ton)

.....Bags Coker-Wilds Strain 15 @ \$12.50 \$.....
(\$220 per ton)

.....Bags *Coker 100 Wilt Strain 3 @ 12.50 \$.....
(\$220 per ton)

.....Bags *Coker's 4 in 1 Strain 6 @ \$12.50 \$.....
(\$220 per ton)

.....Bags Coker 200 Strain 4 @ \$12.50..... \$.....
(\$220 per ton)

.....Bags Coker-Wilds Strain 14 @ \$10.00 \$.....
(\$180 per ton)

.....Bags Coker 100 Strain 6 @ \$8.50..... \$.....
(\$155 per ton)

TOTAL \$.....

*Wilt Resistant

SIGNED

ADDRESS

SHIPPING
ADDRESS

SHIPPING DATE ☐ Ship when seed are ready.

☐ Ship seed on.....1944.

NOTE: Because of congested shipping facilities, we suggest that you authorize shipment well in advance of planting time.

Prices f.o.b. Hartsville, S. C., and Memphis, Tenn.

5% discount allowed for cash with order
or payment by January 1st, 1944.

